



\$85/M Base Price

7M - MONTHLY HOTLINE \$20/M
18M - QUARTERLY HOTLINE \$10/M
541M - TOTAL LIST

DESCRIPTION

Composite list of new parents or parents-to-be, who have registered at www.freegifts4kids.com specifically to receive educational materials, special offers and coupons related to new births.

These educated and affluent families are either expecting babies or have a child under 12 months of age at the time they are added to the hotline file.

This file is ideal for marketing offers such as magazine subscriptions, retail store outlets, financial planning services (mutual funds, insurance, 529 marketers, etc.), book clubs for children, educational merchandise, formula companies and other marketers of baby and new parent related offers or other offers to moms and dads or new homeowners.

SOURCE

Opted-in registration at:
www.freegifts4kids.com

List Manager

Bob Rea—bobr@partnersmarketing.com
Phone 630-524-9901 x 17 Fax 630-524-9909

MINIMUM ORDER 5,000

Pre-approved Re-Use Minimum Charge \$150 Flat

SELECTIONS

Monthly Hotline Select \$20/M
Quarterly Hotline Select \$10/M
Child's Age Select \$10/M
Prenatal Only \$25/M

PROCESSING

State/SCF/Zip Processing \$6.50/M
Key Code Processing \$3/M

NET NAME ARRANGEMENT

85% on 50,000 minimum; selections on gross records; \$10/M run charge on unused names.

OUTPUT FORMATS - CHARGES

Diskette, CD ROM
Non-refundable disk/CD ROM charge \$15 Flat
Electronic Transfer (E-mail, FTP) \$50 Flat

MISCELLANEOUS

Updated Monthly

2 sample mailing pieces required
Rush Orders \$50.00 (24-hour turn around)
No telemarketing use
All offers subject to owner's approval

TERMS

20% commission to recognized brokers. Orders canceled before the mail date are subject to a \$50.00 flat cancellation fee and a \$10/M run charge plus all applicable selection charges, media and shipping charges. No cancellations or changes accepted after the mail date. Net 30 days.